

Message Text

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PAGE 01 DAKAR 04172 241744Z

67

ACTION COME-00

INFO OCT-01 AF-10 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/062 W

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R 241725Z JUL 74

FM AMEMBASSY DAKAR

TO SECSTATE WASHDC 7848

UNCLAS DAKAR 4172

E.O. 11652: N/A

TAGS: BEXP

SUBJ: DAKAR TRADE FAIR

REF: A. STATE 158579; B. STATE 159436

DEPARTMENT PASS TO COMMERCE

1. NO U.S. FIRMS HAVE AS YET MADE FIRM COMMITMENT TO TAKE SPACE IN U.S. EXHIBIT AT DAKAR FAIR. EMBASSY HAS CONTACTED LOCAL REPRESENTATIVES OF FOLLOWING FIRMS WHO EXPRESSED INTEREST IN FAIR AND ARE SUGGESTING PARTICIPATION TO THEIR HOME OFFICES: SEAGRAMS, PANAM, BURROUGHS, NCR, IBM, AMANA, KODAK, HOTPOINT, POLAROID, WESTINGHOUSE, MASSEY FERGUSON, GENERAL ELECTRIC, JOHNSON OUTBOARDS, EVINRUDE, INTERNATIONAL HARVESTER, HONEYWELL BULL, FORD TRACTORS, AMPEX.

3. OTHERS WE HAVE APPROACHED BUT WHO DID NOT EXPRESS GREAT INTEREST ARE CARRIER, CATERPILLAR, ALLIS CHALMERS, FRIGIDAIRE, 3M, PROCTOR AND GAMBLE, LORILLARD, LEWIS BERGER, AND BOEING. FIRST THREE OF THIS GROUP WILL BE REPRESENTED BY LARGE FRENCH IMPORT FIRMS WHO WISH TO DISPLAY U.S. EQUIPMENT ALONG WITH OTHER EQUIPMENT THEY IMPORT. EMBASSY CONTACTING HOME OFFICES IN ATTEMPT ENCOURAGE DIRECT PARTICIPATION IN AMERICAN EXHIBIT.

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4. OTHER AMERICAN FIRMS REPRESENTED LOCALLY WHOM WE INTEND APPROACH ARE SINGER, PIPER, COLGATE-PALMOLIVE, LAYLE PUMPS, AND PFIZER.

5. IN ADDITION, EMBASSY TRYING TO OBTAIN PARTICIPATION OF OIL COMPANIES - TEXACO, ESSO, AND MOBIL - BUT THEY ARE ALSO ATTRACTED TO POSSIBILITY OF INDUSTRY-WIDE OIL GROUP EXHIBIT.

6. SUGGEST DEPARTMENT PROVIDE ABOVE RUNDOWN TO AMBASSADOR COULBARY AS LOGICAL PROSPECTS WHOM HE MIGHT APPROACH TO ENCOURAGE PARTICIPATION AT DAKAR FAIR.

7. POST WILL CONTINUE WEEKLY UPDATE OF PROSPECTIVE PARTICIPATION AS REQUESTED REFTTEL B.
AGGREY

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NNN

Message Attributes

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Disposition Event:
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Disposition Reason:
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